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| Product | Target Audience | How it targets that specific audience(persuasive devices) | Message to that audience |
| Swisse Tablets | People focused on healthy living and the environment | A celebrity endorsement and a real-life situation | If you take this product you’ll feel more relaxed, fit and have more time for everything |
| Pillow Pets | Children under 10 | Children playing with their friends with pillow pets and bright fun colours | If you buy a pillow pet you can’t only play with it but can sleep with it too |
| One Direction Up all night live tour DVD | Teenage girls | One direction, flashing lights and all the boys individually | If you buy this DVD then it will be like having a One Direction concert at home |
| Retirement Home | People over 65 | It shows all the fun you are having at this particular retirement home | It’s funny and if you go there you will have fun |
| Lynx clone | Teenage boys | It shows one the boys have the clone on all girls will be attracted to them | If you buy this clone all the girls will be attracted to you |
| Huggies nappies | Mothers | It shows babies wearing the nappies, being happy and many smiles and colours | If you buy this nappy your baby will feel more comfortable and it will never slip off because it’s very strong |